

An auto dialer is an auto dialer – weather you use a human or a machine; if a business has legitimate customers they should have their contact information – land line and cell so that if they need to contact them for legitimate purposes they can. Just because individuals have moved to cell #s and no longer have land lines – this should not burden the rest of us to endure calls from telemarketers seeking to generate new business. Business should and do require customer's to provide them with a # by which they can be contacted. Their failure to do so or otherwise enforce should not be the public's burden. Business of all flavors purchase customer information lists and use that to generate potential new customers, this is legal and fine as long as an individual has not opted out of this marketing process.

The problem in this case arises from the purchase and use of these lists to generate cold calls hoping to generate a new customer(s). The auto dialer approach is tied to the use of these customer lists and in some cases just a random list of telephone #s that have been compiled from data mining of social media and retail databases. Individuals should have a reasonable expectation to their privacy and to make it very clear to retail, service industry, and other organizations, that they are not interested in "cold and or robo call"; hence, opt out feature – aka – Do Not Call List.

Industry and many others – politicians, PACS, and even the non-profits should be tied down to the do not call list. To many times as a consumer we receive numerous unwanted or unsolicited call; where is my/our privacy? Simply put, if I or any other individual desired these "cold calls" this entire matter would be moot. This isn't the case and to have industry and lobbyist telling me what I need or want – seriously, thanks, but no thanks.

Weather it is a human or a machine making cold calls, this is the same thing in the end "cold calls" that have not been solicited by the recipient. This is an invasion of basic privacy and should not be permitted unless an individual has stated in writing that they desire and invite this activity.

Do not modify the existing law to allow for an expansion or modification of the definition of auto dialer. Consumers are entitled to our privacy and it should not be sold or diminished for the sake of profit.

James Moreno